

# Use of multimedia technologies in teaching foreign language

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## ABSTRACT

The article deals with the specifics of the use of Mass Media in the English language teaching process. The need to study English language in modern society is emphasized in the article; analyzed the most effective methods and approaches of the use of Mass Media in the English language teaching, such as newspaper and magazine articles, TV, radio, Internet resources, specialized educational software designed to develop the skills of different types of speech activity — oral communication, listening, reading, writing, and skills of detailed analysis of the different styles of the English language.

**Key words:** Mass Media, teaching language, modern tools, global language.

## 1. INTRODUCTION

There are a lot of countries in the world but languages which are spoken by their citizens are much more. In this case we speak about several thousands. International languages exist for the purpose of communication and allow exchanging information and it does not depend on nationality or place of living. English is one of them. It is the language of international communication for all the humanity. That's why it is difficult to revalue the importance of the English language in modern world. Undoubtedly the range of the English language spreading is huge at the present time that language can not be identical in different spheres. In spite of presence of different variants of the English language and specific peculiarities for every nationality the English language remains the most popular around the world.

The English language allows raising human mental capacity. It becomes possible to read the most outstanding works in the original, listen to music compositions which are known all over the world and understand their meaning. Thus it is rather difficult to imagine modern world and our life without the English language. It firmly comes in it and completely changes the view of communication in general [1].

Major part of Internet pages with necessary information spreads in English. Major part of computer programs and applications are made up in English either. Expressing feelings and emotions, naming subjects and events, using household devices and modern technologies are called in English in everyday life.

Mass Media creates unique opportunity for foreign languages learners to use authentic means (to listen and to communicate to the native speakers). Mass Media implies television, radio, Internet, newspapers, magazines etc.

Television is one of the best Mass Media of spreading information (political, cultural, cognitive and educational). It has great opportunities in foreign language teaching. In general television is a unique form of person's development. The results of research reveal while listening a person remembers 15 % of speech information, while looking — 25 % of visual information, while listening and looking — 65 % of information. The usage of television makes the English language teaching process more vivid, convincing and emotional. Informational opportunities of television allow foreign language learners to use authentic means of communication with native speakers. They promote practical imitation of natural language environment. Television reflects social life of society, peculiarities of national mentality, national stereotypes, that's why television can serve as a source of information during the study of culture, traditions and customs of studied language country. Television programs are actual and comfortable source of pupils' knowledge, experience, feelings and impressions strengthening. They help pupils to orient in huge information flow, use it in their lives, professions, and develop skills of creative comprehension and impartial assessment of information. Audiovisual mean television is one of the most effective during teaching of listening comprehension [3].

## 2. Main body

Nowadays there are a lot of telecasts for children that teach English and children enjoy them. Such kinds of programs found basic lexical material on the early stage of child's development.

Thus, television usage as the mean of foreign languages teaching allows to implement the following tasks: practical (language acquisition as the mean of communication), pedagogical, developmental and educational.

Authentic newspaper article doesn't almost concede in comparison with another authentic text of Mass Media during foreign language teaching in artificially created language environment. Newspaper article, presenting in printed form makes possible to multiple individual reading with the purpose of additional understanding and searching certain language facts in the text. Visual material perception helps to remember better and remain fixedly in the memory. Newspaper article is easily succumbing to methodic processing and simulation, mainly on the primary stage of teaching. Additionally, systematic studying of newspaper texts helps to develop the methods of independent work that is very important for foreign language learning. Regular work with the newspapers stimulates pupils to reading

periodicals outside the classroom.

Texts of newspapers under consideration are endless source of formation language, speech, social and cultural competence. Completeness and logic of sentence formation, clarity of thought, expressive language means usage are components of speech culture of qualitative newspapers. Effective tasks are connected with titles, content of the articles, filling missed information, advertisement, exchange news, discussion photos, holding press conferences, interviews, prediction events, composition of horoscopes, writing advice columns, broadcasts from the field, TV-programs, weather forecast, puzzles and crosswords and another activities suggested by Paul Sanderson in his book «Using Newspapers in the Classroom». Pupils can read articles, make translations, and analyze the use of neologisms, borrowings, newspaper clichés, slang expressions and conciseness of titles used in publicist style. Discussion of newspaper materials involves pupils into argumentation of discussion and inspires for independent learning of covered topics and additional reading. After regular work with press high school students acquire skills of detailed analysis of newspaper articles, define type, topic, theme, style of the article, evaluate the quality of material feed and comment the existence of facts, quotations and arguments. Pupils make their own conclusions about the article content, evaluate effectiveness of the chosen format and structure, understand the reasons of using certain lexical and syntactical means, see the effect of usage graphical means, photos and etc. Pupils can also make comparative analysis of articles of different countries at the level of content and design and define differences between tabloids and serious press on the example of print and digital versions of articles.

More difficult stage of working with Mass Media is articles writing. It's necessary to help pupils to find out the difference between types of articles (report, announcement, newspaper investigations, advertisement and etc.), to teach collection and presentation information impartially in form of newspaper article due to polemical presentation of points of view for successful implementation of this task by students. The experience of independent writing an article gives the opportunity for children to show their creative literary potential, raise the will of sharing their thoughts and ideas in English, and develop skills of social competence and critical thinking.

### 3. Conclusion

At the age of modern technologies and globalization it's easier to find new ways and methods of foreign language teaching. Educational process is becoming more interesting. Teachers can share their experience and get valuable advices from colleagues due to Internet. The teacher should guide his students to using Mass Media in a right way in order to master the language successfully.

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